- Optimizing the PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Helicopter services from Madurai

412. SHRI T.T.V. DHINAKARAN: Will the Minister of TOURISM be pleased to state:

(a) whether it is proposed to introduce helicopter services from Madurai to different tourist destinations;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Yes, Sir.

(b) and (c) The Government of Tamil Nadu invited Pawan Hans Helicopter Limited (PHHL) for a survey for introduction of helicopter services on the sector Madurai and nearby places. After visiting Tamil Nadu for surveying the areas and holding discussions, PHHL have submitted its report to the Government of Tamil Nadu.

Development of Devanahalli Fort

413. DR. VIJAY MALLYA: Will the Minister of TOURISM be pleased to state:

(a) whether Government are aware that the vicinity of Devanahalli Fort of Tipu Sultan in Bangalore is encroached by residential and other settlements;

(b) if so, what is the action that Government propose to take;

(c) whether Government propose to develop the Devanhalli Fort in collaboration with private entities in order to beautify the Fort as the Bangalore International Airport is coming up nearby;

(d) if so. the road map for such collaboration; and

(e) if not, whether Government would develop the Fort on its own?

THE MINISTER FOR TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. Archaeological Survey of India have taken up the issue with the Government of Karnataka for verification of the ownership and for regulating the development in and around the fort.